

## Strategic Management Concepts And Cases

## STRATEGIC MANAGEMENT Concepts and Cases

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tion whether concepts of strategy and strategy and strategic management are understood by business managers, especially the younger, the newly graduated in management Therefore, this research aims to assess the acquired knowledge of university management students relating to strategy and strategic management concepts with the purpose of answering the STRATEGIC MANAGEMENT FIFTEENTH EDITION A ...

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v Brief contents Prologue xxi Part I Introducing Strategic Management 1 1 Introducing strategy and strategy making 4 2 Thinking and acting strategy and strategy making 4 2 Thinking and acting strategy and strategy making 4 3 Adopting a global perspective 78 4 Reading an uncertain future 113 Part II Strategic Environments and Competitive Advantage 157 5 Identifying opportunity and risk 160 6 Reading the competitive environment 199 7 Analysing resources Wiley Strategic Management: Concepts and Cases, 2nd ...

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